

CLAIMS

We claim:

- 1 1. A computer system platform comprising:
 - 2 one or more service modules to generate marketing content for directory
 - 3 listings;
 - 4 an application programming interface (API) communicatively coupled to
 - 5 interface with the one or more service modules; and
 - 6 a database to store data associated with the marketing content.
- 1 2. The platform of claim 1 wherein the service modules comprise a promotion
- 2 module to generate one or more advertising promotions to appear in connection with
- 3 a directory listing.
- 1 3. The platform of claim 2 wherein the promotion module generates active
- 2 marketing pages (AMPs).
- 1 4. The platform of claim 2 wherein AMPs provide descriptive business and
- 2 marketing information.
- 1 5. The platform of claim 2 wherein the promotion module generates inline
- 2 advertisements (ads) to be associated with directory listings.

- 1 6. The platform of claim 5 inline ads are scheduled to display and hide from directory listings at predetermined intervals.
- 1 7. The platform of claim 5 inline ads display information for multiple businesses to provide comparison shopping.
- 1 8. The platform of claim 2 wherein the promotion module generates tag lines to appear with a directory listing.
- 1 9. The platform of claim 1 wherein the service modules comprise a graphics module to generate graphic images.
- 1 10. The platform of claim 1 wherein the service modules comprise a forms processing module to interface with users interacting with the platform.
- 1 11. The platform of claim 1 wherein the service modules comprise an output presentation module to provides a portal for data transmitted from the database.
- 1 12. The platform of claim 1 wherein the service modules comprise an electronic-mail (e-mail) module.
- 1 13. The platform of claim 1 wherein the service modules comprise a site builder module to generate network sites.

1 14. The platform of claim 1 wherein the service modules comprise a rendering
2 engine.

1 15. The platform of claim 1 wherein the service modules comprise an
2 administration module to generate and manage accounts.

1 16. The platform of claim 1 wherein the service modules comprise an integration
2 tool kit to integrate the platform with existing directory listings.

1 17. The platform of claim 1 wherein the service modules comprise:
2 a reporting module; and
3 an event capture module to capture information regarding user interactions
4 with inline advertisements (ads) active marketing pages (AMPs).

1 18. A network comprising:
2 a first server to transmit directory listings for service providers;
3 a second server to provide marketing content associated with one or more of
4 the service providers to be included with the directory listings; and
5 one or more client computers, communicatively coupled to the server, to
6 retrieve the directory listing and the marketing content.

1 19. The network of claim 18 further comprising a third server, coupled to the
2 second server, to maintain access records for the second server.

1 20. The network of claim 18 wherein the second server comprises:
2 one or more service modules to generate the marketing content; and
3 a database to store data associated with the marketing content.

1 21. A method comprising:
2 receiving a request from a client computer at a first of a plurality of servers to
3 transmit a directory listing;
4 transmitting the directory listing to the client computer;
5 receiving a request from the client computer at a second of a plurality of
6 servers to transmit marketing content associated with the directory listing; and
7 transmitting the marketing content to the client computer.

1 22. The network of claim 21 wherein transmitting the directory listing to the
2 client computer further comprises transmitting instructions that indicate which
3 content items to request from the second server and how to display those items at the
4 client computer.

1 23. The network of claim 21 further comprising the second server transmitting
2 data to a third server indicating that the second server has been accessed by the client
3 computer.

1 24. A method comprising:

- 2 receiving a request from a client computer at a first server to transmit a
- 3 directory listing;
- 4 retrieving marketing content associated with the directory listing from a
- 5 second of server; and
- 6 transmitting the directory and the marketing content to the client computer.